

## **NASA Advisory Council Recommendation**

### **Separation of Vision and Mission 2013-01-07 (EPOC-01)**

#### **Recommendation:**

NASA should, as part of its strategic planning process, create a short inspirational “vision statement” that embodies NASA’s aspirational goals. In addition, NASA should rewrite the current vision statement to be clearer, more focused, more NASA-specific and reposition it to replace the agency’s current “mission statement.”

#### **Major Reasons for Proposing the Recommendation:**

The current vision statement is long, unmemorable, generic, and does not resonate with or inspire the public. Even as such a longer articulation of NASA’s goals may be appropriate for internal dissemination, but a shorter, inspiring vision statement will be more effective in increasing awareness of NASA.

#### **Consequences of No Action on the Proposed Recommendation:**

Continuing public confusion about the overarching theme which binds all NASA programs together.

#### **NASA Response:**

NASA is in the process of re-evaluating the vision and mission statements contained in the 2011 Strategic Plan. To this end, NASA has set up a cross-Agency Team, including representation from mission directorates and offices at HQ as well as Centers. The Team has performed an in-depth assessment of the 2011 vision and mission statements in light of external subject matter expert input, benchmarking with other institutions, and best practices. The Team has formulated several options. One option for the mission statement is to add the words “space” and “aeronautics.” For the vision, the Team has crafted several different options according to guidelines received by the Agency leadership:

- Maintain the current 2011 vision statement and add a memorable motto/slogan;
- Maintain key elements of the 2011 vision statement, but add a preamble to make it specific to NASA; and
- Focus less on the existing vision statement and more on developing a motto/slogan.

NASA will consult each of its Centers to ask for their input for the options. Then, the Team will work with the NASA Communications Coordination Council, chaired by the Associate Administrator for Communications, to incorporate the Center inputs into specific wording proposals and better integrate them into the overall Strategic Plan narrative. Final decisions on the options will be made by the Agency senior leadership before the final submission of the Strategic Plan in the fall of 2013.

Enclosure